

What Is Claimed Is:

1. A method for calculating reach of a web object using counter cookies.
2. The method of claim 1, wherein at least one frequency of exposure of the web object is calculated using the counter cookies.
3. The method of claim 2, wherein the effective reach of the web object is calculated using the counter cookies.
4. The method of claim 1, wherein the reach comprises the number of users that access the object at least once over a period of time.
5. The method of claim 2, wherein the at least one frequency comprises the number of users that access the object a given number of times over a period of time.
6. The method of claim 3, wherein the effective reach comprises the percentage of users accessing the object at a particular one of the frequencies
7. The method of claim 1, wherein the counter cookies are stored in an access log file with a unique user identification.
8. The method of claims 1 further comprising using access logs associated with the cookies, each access log provided for a different demographic region.

9. The method of claim 1, further comprising using web beacons for counting the events for the object that are accessed from cache.
10. The method of claim 1, wherein a single cookie in the counter cookies is used to count the events for all objects in a domain.
11. The method of claim 1, wherein the counter cookies can be incremented using at least one of client side script and server side script.
12. The method of claim 1, wherein each of the cookies includes a variable pair with a first variable providing a count of accesses and a second variable identifying a web object.
13. The method of claim 12, wherein each cookie is associated with a set of properties.
14. The method of claim 13, wherein the properties comprise at least one in a group consisting of user identification, path, domain name, and expiration time.
15. A method of claim 1, wherein the method is provided for in processor executable form and stored in memory.
16. The method of claim 1, wherein the web object comprises an advertisement.

17. A method for counting user accesses to a web object the method comprising:
- identifying an event when a user accesses the web object;
- incrementing a counter cookie, the counter cookie comprising a pair of variables including a first variable identifying the web object and a second variable providing the count;
- and
- storing the counter cookie in an access log with a user identification.
18. The method of claim 17, wherein the step of identifying an event when a user access the web object comprises retrieving a web beacon for the web object.
19. A method for determining access to web objects comprising:
- establishing a set of events, each event defined by a user,  $n_i$  and web object  $o_i$  making up a pair  $\langle n_i, o_i \rangle$ , where  $i$  is an integer;
- setting a cookie value when an event occurs, the cookie value providing a count  $c_i$  of times the cookie has been accessed the object  $o_i$ ; and
- storing the cookie value  $c_i$  and the user  $n_i$  as a pair  $\langle n_i, c_i \rangle$  in an access log.
20. The method of claim 19, further comprising:
- determining the number of unique visitors of a web object by using the access log to count the number of different ones of the users  $n_i$  that accessed the object  $o_i$ .